IN THE CLAIMS

Please amend the claims as follows:

1-36. (Canceled)

37. (Currently Amended): An apparatus comprising:

first receiving means for receiving from a personal computer via internet, content data self-distributed by a user of the personal computer, and predetermined information, separate from the content data, including at least category information ~~indicating~~ defining a genre of the content data~~, to allow a user of the personal computer to self-distribute the content data~~;

second receiving means for receiving a request from ~~the~~ one or more user locations for selected content data, the request including information specifying content data to be transmitted;

managing means for referring to on-demand schedule control information based on the information specifying content data to be transmitted and retrieving the selected content data;

transmission means for transmitting, via a network, the selected content data to one or more user locations along with a commercial selected in accordance with the on-demand schedule control information; and

means for ~~modifying~~ changing the information ~~indicating~~ defining genre of the content data to a different genre, through the personal computer after receiving the predetermined information.

38. (Previously Presented): The apparatus according to claim 37, wherein the request from the one or more user locations includes an indication to include advertising data with the content data.

39. (Previously Presented): The apparatus according to claim 37, wherein the request from the one or more user locations includes an indication to exclude advertising data from the content data.

40. (Previously Presented): The apparatus according to claim 37, further comprising:

calculating means for calculating an amount of money to be earned by the user of the personal computer for self-distributing the content data by:

adding a connection fee of an Internet service provider and a service fee of an application service provider to determine a service user charges, the Internet service provider connecting the personal computer to the Internet and the application service provider storing the content data,

retrieving data representing a number of times the content data was accessed by users of the application service provider,

determining an amount of money that corresponds to the number of times the content data was accessed by users of the application service provider, and

subtracting the amount of money that corresponds to the number of times the content data was accessed by users of the application service provider from the service user charges.

41-47. (Canceled).

48. (Currently Amended): A method comprising:

receiving from a personal computer via internet, content data self-distributed by a user of the personal computer, and predetermined information, separate from the content data, including at least category information indicating defining a genre of the content data, to allow a user of the personal computer to self-distribute the content data;

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receiving a request from ~~the~~ one or more user locations for selected content data, the

request including information specifying content data to be transmitted;

referring to on-demand <u>schedule</u> control information based on the information

specifying content data to be transmitted and retrieving the selected content data;

transmitting, via a network, the selected content data to one or more user locations

along with a commercial selected in accordance with the on-demand <u>schedule</u> control

information; and

~~modifying~~ <u>changing</u> the information ~~indicating~~ <u>defining</u> genre of the content data <u>to a</u>

<u>different genre,</u> through the personal computer after receiving the predetermined information.

49. (Previously Presented): The method according to claim 48, wherein the request

from the one or more user locations includes indicating inclusion of advertising data with the

content data.

50. (Previously Presented): The method according to claim 48, wherein the request

from the one or more user locations includes indicating exclusion of advertising data from the

content data.

51. (Previously Presented): The method according to claim 48, further comprising:

calculating an amount of money to be earned by the user of the personal computer for

self-distributing the content data, including sub-steps of:

adding a connection fee of an Internet service provider and a service fee of an

application service provider to determine a service user charges, the Internet service provider

connecting the personal computer to the Internet and the application service provider storing the

content data,

retrieving data representing a number of times the content data was accessed by users of the application service provider,

determining an amount of money that corresponds to the number of times the content data was accessed by users of the application service provider, and

subtracting the amount of money that corresponds to the number of times the content data was accessed by users of the application service provider from the service user charges.

52-58 (Canceled).

59. (Currently Amended): A computer readable storage medium encoded with instructions, which when executed by a computer causes the computer to implement a method comprising:

receiving from a personal computer via internet, content data self-distributed by a user of the personal computer, and predetermined information, separate from the content data, including at least category information indicating defining a genre of the content data; , to allow a user of the personal computer to self-distribute the content data

receiving a request from the one or more user locations for selected content data, the request including information specifying content data to be transmitted;

referring to on-demand schedule control information based on the information specifying content data to be transmitted and retrieving the selected content data;

transmitting, via a network, the selected content data to one or more user locations along with a commercial selected in accordance with the on-demand schedule control information; and

modifying changing the information indicating defining genre of the content data to a different genre, to be modified through the personal computer after receiving the predetermined information.

60. (Previously Presented): The computer readable storage medium according to claim 59, wherein the request from the one or more user locations includes an indication to include advertising data with the content data.

61. (Previously Presented): The computer readable storage medium according to claim 59, wherein the request from the one or more user locations includes an indication to exclude advertising data from the content data.

62. (Previously Presented): The computer readable storage medium according to claim 59, wherein the method further comprises:

calculating an amount of money to be earned by the user of the personal computer for self-distributing the content data, including sub-steps of:

adding a connection fee of an Internet service provider and a service fee of an application service provider to determine a service user charges, the Internet service provider connecting the personal computer to the Internet and the application service provider storing the content data,

retrieving data representing a number of times the content data was accessed by users of the application service provider,

determining an amount of money that corresponds to the number of times the content data was accessed by users of the application service provider, and

subtracting the amount of money that corresponds to the number of times the content data was accessed by users of the application service provider from the service user charges.

63-96 (Canceled).

97. (Currently Amended): An apparatus comprising:

a receiving unit configured to receive from a personal computer via internet, content data self-distributed by a user of the personal computer, and predetermined information, separate from the content data, including at least category information indicating defining a genre of the content data, to allow a user of the personal computer to self-distribute the content data;

the receiving unit being configured to receive a request from the one or more user locations for selected content data, the request including information for specifying content data to be transmitted;

a managing unit configured to refer to on-demand schedule control information based on the information for specifying content data to be transmitted;

a transmission unit configured to transmit, via a network, the selected content data to one or more user locations along with a commercial selected in accordance with the on-demand schedule control information; and

a modification unit configured to modify change the information indicating genre of the content data to a different genre, to be modified through the personal computer after receiving the predetermined information.

98. (Previously Presented): The apparatus of Claim 37, further comprising:

a registering means for receiving information regarding the user of the personal computer,

wherein the registering means creates a user information database table based on the information regarding the user of the personal computer, matches a URL to a user ID of the user of the personal computer, stores the matching URL and the user ID of the user of the personal computer in the user information database table, stores data representing a number of times the

content data was accessed by users of the application service provider, stores a connection fee of

an Internet service provider and a service fee of an application service provider, the Internet

service provider connecting the personal computer to the Internet and the application service

provider storing the content data, supplies the personal computer with automatic upload software

programmed to automatically connect to the URL matching the user ID and to store the content

data in an exclusive memory area in a server oriented to the URL.

99. (Previously Presented): The apparatus of claim 37, wherein the predetermined

information includes data, provided from the personal computer, that indicates whether the

commercial will be reproduced in conjunction with reproduction of the content data.

100. (Previously Presented): The method of claim 48, wherein the predetermined

information includes data, provided from the personal computer, that indicates whether the

commercial will be reproduced in conjunction with reproduction of the content data.

101. (Previously Presented): The computer readable storage medium of claim 59,

wherein the predetermined information includes data, provided from the personal computer, that

indicates whether the commercial will be reproduced in conjunction with reproduction of the

content data.

102. (Previously Presented): The apparatus of claim 97, wherein the predetermined

information includes data, provided from the personal computer, that indicates whether the

commercial will be reproduced in conjunction with reproduction of the content data.

103. (Previously Presented): The apparatus of claim 37, further comprising:

linking means for linking the content data to a web page of a commercial sponsoring

company in order to have the commercial reproduced in conjunction with the content data.

104. (Previously Presented): The method of claim 48, further comprising:

linking the content data to a web page of a commercial sponsoring company in order to

have the commercial reproduced in conjunction with the content data.

105. (Previously Presented): The computer readable storage medium of claim 59,

wherein the method further comprises:

linking the content data to a web page of a commercial sponsoring company in order to

have the commercial reproduced in conjunction with the content data.

106. (Previously Presented): The apparatus of claim 97, further comprising:

a linking unit configured to link the content data to a web page of a commercial

sponsoring company in order to have the commercial reproduced in conjunction with the

content data.